

# In Good Hands

A Free Monthly Newsletter For The Friends and Patients of: Dr. Jason W. Ingham

*"An education isn't how much you have committed to memory, or even how much you know. It's being able to differentiate between what you know and what you don't." - Anatole France*

## Could You Be Taking A Fake Drug For A Fake Illness?

Chicago – Hope you got your seatbelt on... because you're in for an amazing... and quite shocking ride in this month's newsletter. Why?

Because on February 16, 2007, Reuters reported a media exhibit featuring a campaign for a *fake* drug to treat a *fictitious* illness is causing a commotion because some people think the illness is real.

**Here's what this is all about:** Australian artist Justine Cooper created the marketing campaign for a non-existent drug called Havidol for Dysphoric Social Attention Consumption Deficit Anxiety Disorder (DSACDAD), which she also invented. Heck of a name... don't you think?

But the multi-media exhibit at the Daneyal Mahmood Gallery in New York is so convincing people think it is real. The gallery includes a website, mock television and print advertisements and billboards

*"People have walked into the gallery and thought it was real,"* Mahmood said in an interview.

*"They didn't get the fact that this was a parody or satire."*

### Sham Illness Exploded On The Internet

But Mahmood said it really took off over the Internet. In the first few days after the Web site ([www.havidol.com](http://www.havidol.com)) went up, it had 5,000 hits. The last time he checked it had reached a quarter of a million.

*"The thing that amazes me is that it has been folded into real websites for panic and anxiety disorder. It's been folded into a website for depression. It's been folded into hundreds of art blogs,"* he added.

The intention was to poke fun at the questionable tactics drug companies use to peddle their treatments to the public.

If you've watched any television lately, you know there is no shortage of prescription drug ads.

Consumer advertising for prescription medications was legalized in the United States in 1997.

Cooper said she intended the exhibit to be subtle.

*"The drug ads themselves are sometimes so comedic. I couldn't be outrageously spoofy so I really wanted it to be a more subtle kind of parody that draws you in, makes you want this thing, and then makes you wonder why you want it and maybe where you can get it,"* she added.

### Identify With A Fake Condition?

Mahmood said that in addition to generating interest among the artsy crowd, doctors and medical students have been asking about the exhibit.

*"I think people identify with the condition,"* he said.

They identify with a fake condition? Really? Or was it something much more powerful at play...

Like what?

**Here's a very good possibility as to the reason why:** According to a January 29, 2007 article in HealthDay News, there's not enough information and too much emotion in drug company ads.

New research claims that televised ads for prescription drugs are riddled with emotional appeals and lack helpful information on the disease itself.

*"The ads really use emotion instead of information to promote drugs,"* said the study's lead author, Dominick Frosch, an Assistant Professor of Medicine at the University of California, Los Angeles. *"The question we have to ask ourselves is: (Should buying) prescription drugs be the same as buying soap?"*



What's shocking is: Pharmaceutical companies spent an estimated \$1.9 billion on TV advertising in 2005. Frosch and his team studied a sample of 38 ads for prescription drugs that were on television in June and July of 2004. From this they were able to determine the common strategies.

Using a statistical analysis based on the frequency an ad was aired, the researchers report that 82 percent of the ads made "factual claims," but much less provided further information about illnesses such as causes (26 percent), risk factors (26 percent) or prevalence (25 percent).

**And what may be the most important part of all this:** 98 percent of ads made "emotional appeals," and 78 percent implied that use of the medication would result in social approval. Fifty-eight percent of the time, products were depicted as medical breakthroughs.

According to the article, the drugs advertised included Allegra (allergy), Ambien (insomnia), and Cialis (impotence), among others.

#### **An Average American Watches 16 Hours Of Drug Ads Per Year!**

According to the new study, only two developed countries -- the United States and New Zealand -- allow drug companies as much open and almost unrestricted access to the TV airwaves.

**And chew on this:** the average American television viewer now spends 16 hours a year watching prescription drug ads, "far exceeding the average time spent with a primary care physician," Frosch's team said.

But drug advertising wasn't always this "wide-wild-west." Before 1997, any drug ad -- on the air or in print -- had to include lengthy details about the drug. Those details are still found today in magazine ads for prescription drugs.

But, in 1997, the U.S. Food and Drug Administration made it easier for the companies to advertise on TV. *"They could just make a major statement that captures the primary risks and make adequate provisions to refer the consumers to other sources for more detail,"* Frosch said. "They refer to a concurrent print ad or a website or toll-free number."

Of course, even if patients are wooed by an ad, they can't get prescription drugs on their own. But, Frosch said, it's not enough to rely on doctors to make the right decisions about drugs that patients should take.

*"The ads are effective in moving consumers to ask doctors for these prescriptions,"* he said. *"And patients sometimes get the prescriptions, even though it's not the appropriate drug."*

Frosch called on lawmakers to change the rules to force drug companies to provide more information about the medications they advertise. He also suggested that customers be skeptical of drug claims.

In 2006, the American Medical Association called for a temporary ban on advertising for newly approved drugs.

So what's the bottom line on all this? What's amazing is that tricky marketers can create an exhibit so good that people actually believe they have a fake disease. What's even more amazing is that it seems like, if what the new research is showing is correct, that drug companies are BOMBARDING the major television networks with similar advertising techniques designed to make consumers run to their doctors and demand what they just saw on the commercial.

With sophisticated market research, advertising techniques and almost unlimited funds... you have to wonder... do you really have a health problem serious enough to require prescription medication... or... are you just responding to the emotional appeal of an ad? It's something to think about when you realize ALL drugs have side effects.

**And don't forget, if you ever have any questions or concerns about your health, talk to us. Contact us with your questions. We're here to help, and don't enjoy anything more than participating in your life long good health.**

## **IF YOU OR A LOVED ONE IS SUFFERING FROM:**

**SLIPPED DISC  
SPINAL STENOSIS  
BULGIN DISC  
HERNIATED DISC  
SCIATICA  
DEGENERATIVE DISC DISEASE**

**CALL (773) 769-2225**

**To Schedule A Consultation**

**Or go to:**

**DRXChicago.com**

**Inspirational Story Of The Month –**  
**(Names And Details Have Been Changed To Protect Privacy.)**

**“She Succeeded Against All Odds...”**

When Helen was born... she *looked* perfect. As the story goes, she had “red-gold hair and sea-green eyes.” And her mother recalls her smile as, “so bright, she could shame the sun”... and... a laugh that rolls out like the breaking dawn, and a caring spirit that warms all who know her, one might miss her struggle. She is beautiful, brilliant, and funny. Her small, perfect hands are lovely, and to see them folded in her lap, or softly touching a child's cheek, one might never comprehend her great effort, just to sign her name.”

Helen’s mom first started noticing something was wrong around puberty. Her voice began to change... but... not like most other children. Slightly breaking up at first – it soon became a tremor. Helen was a gifted singer at the age of only 4. By 10, her talent was slipping. By 15, she had almost no voice left at all...

**Her Voice Would Often Disappear As She Tried To Speak In School...**

Helen’s mom had been a trained singer and worked with her. Trying to help her speak from her diaphragm instead of her vocal chords. But Helen never regained her full voice. At times of stress, she was just about inaudible.

And it got worse....Helen started having a hard time holding a pen. Her hand would tighten uncontrollably. By the time she was 20, she almost couldn’t write at all. Only had enough control to barely sign her name.

But Helen did not quit. And she succeeded at everything she set her mind to. She learned to write with her other hand. And even though her voice was a faint whisper – she never lost her sense of humor – or drive to succeed.

She finally found a doctor who was able to give a name to her condition, "dystonia." Although there seemed no reasonable course of treatment, she absolutely refused to give up on her life!

She went back to college at 25, and she was just amazing in her engineering classes, making 4.0’s in subjects that I can neither pronounce nor spell. Throughout these incredible achievements, Helen was the first to laugh at herself and to make light of her struggles, as she both worked and went to school.

In the words of Helen’s mother, “During all this time, Helen's faith in God, and in herself, seldom wavered. She knew that she was in the hands of a loving God, and with the love and support of her family, Helen continued to succeed in every endeavor. However, time and the course of her disease, finally made it impossible for Helen to continue without assistance. We are fortunate to live in a country where no one is left behind, unless one chooses to give up. Assistance in funding for school and the tools to succeed were more than available, and now Helen is part of a research program through the National Institute of Health (NIH). There is, now, hope for treatment.

“Helen is disabled, but she is not handicapped. Being "handicapped" is an indictment one gives to oneself. When one is disabled, one can still be enabled. The only thing holding a person back is oneself. Helen is proving that one can achieve under extreme difficulty.

“As Helen's mother, I will soon be involved in the NIH Dystonia Research Program, along with her, to see if I am a carrier of the gene which causes dystonia. Helen will soon be 29 and, of course, 30 years ago, there was no such thing as genetic testing. I'm glad it did not exist. If I knew that I carried a genetic defect, perhaps I would have made the "proper" decision to not pass on my defective genes. We didn't know in those days. We didn't have those choices.

“Would I have chosen not to have this child had I been given that choice knowing her as I do now? I think I would have chosen to give her life. For I would not have missed a moment of this precious life. I would not have missed a single breath, nor a smile, nor a laugh. For a life without Helen would be a poor life indeed. She is my precious, beautiful daughter, a bright shooting star, who has enriched my husband's and my life beyond our wildest dreams.

“It is true that Helen has a disability, hidden from view, at first glance. But don't we all have hidden disabilities? Don't we all have that "cannot achieve" disability that we nurture deep inside the dark reaches of ourselves, because of the unkind judgments we collect through life, from teachers, peers, or even sadly, sometimes our parents?

“When life seems impossible to me. When dreams seem unachievable to me. I like to look at Helen, and I think, my-my, how pale my life would have been without her. How inspiring is her courage and strength. Helen is my youngest child, and as her name means "light," perhaps her story will light up your life.

“Helen is a shining example of what one can achieve in the face of adversity. Helen is proof that **IF YOU CAN DREAM IT, YOU CAN ACHIEVE IT**. So, strive for excellence. Reach beyond your grasp. Who knows what dreams will become reality, if you only reach for them?”

**We love helping our patients and their friends and relatives through their tough times and getting them feeling better! We are here to help you stay feeling better and looking younger! Don't be a stranger. Call us, and we will assist you in putting together a customized maintenance plan. It's not a luxury anymore! With our low monthly payment plan, it's less expensive to maintain your good health! You really can afford Chiropractic care! Don't wait until you can no longer move!**

**Did You Know?... Interesting facts about exercise and health.** The National Center for Health Statistics has found that a quarter of all Americans get virtually no exercise at all, putting them at higher risk of having a heart attack, diabetes and cancer. Levels of education, income and marital status seem to affect whether or not someone exercises. One in four adults with an advanced degree do high levels of exercise compared with only one in seven with less than a high school diploma. Men are more likely to exercise than women. People from the Southern States of America do the least exercise. The poorer you are the less exercise you do. Adults with incomes below the poverty level are three times less likely to exercise than adults in the highest income group. **Exercise and your heart.** Get a heart workout. Your heart is the most important muscle in your body and you must keep it in shape. It is this organ that you start with to build up your levels of stamina and strength. One of the most effective ways to do that is do regular aerobic exercise. That is exercise that works the large muscle groups. Cycling, swimming, stepping, and brisk walking are the easiest and cheapest. Use your pulse as a monitor to maximize the effect of your workout with the minimum input. Using a wrist monitor that displays your pulse rate makes this easier. Calculate your cardiac training range (CTR) by first getting your maximum cardiac rate (MTR), something that you should not exceed during any form of exercise. To do this subtract your age from 220. Your Cardiac training range is between 70 and 85 per cent of your maximum training range. For example, if you are 40 years of age, the MTR is 180 (220 minus 40) and your CTR is 126 to 153 (70 to 85 per cent of 180). Knowing this, you can adjust your workouts to get the most from the time you spend exercising. It is this area that you may need to adjust if you have a medical complaint and you should ask your doctor what range you should be aiming for.

### **Tip of The Month "How To Learn More: 77 Tips To More Knowledge And A Better Life"**



How would you like to improve your life a little each and every day? After all, that's how almost everyone achieves overwhelming success. It's easy to look at the achievements of a great athlete or neurosurgeon and think they were born that way – with all that knowledge and skill. That's because you only see the final product. The truth of the matter is – when you see the fastest man or woman on the planet winning a gold medal at the Olympics, it's not only about what happened in the 10 seconds of that race. What's REALLY important is the 20 or more years it took them to get to that moment ... and... all the small things they did... consistently... to get there. And the same is true about knowledge, health, and just about anything else you want to master. So here's a great list of 77 tips related to knowledge and learning that can help you a little every day. There's not enough room here for all 77, so this is just a teaser. If you like what you see, the rest can be viewed at: <http://oedb.org/library/college-basics/hacking-knowledge>. So here's a partial list: **Food for thought:** Eat breakfast. A lot of people skip breakfast, but creativity is often optimal in the early morning and it helps to have some protein in you to feed your brain. A lack of protein can actually cause headaches. **Reduce stress + depression.** Stress and depression may reduce the ability to recall information and thus inhibit learning. Sometimes, all you need to reduce depression is more white light and fewer refined foods. **Sleep on it.** Dr. Maxwell Maltz wrote in his book Psycho-Cybernetics about a man who was paid good money to come up with ideas. He would lock his office door, close the blinds, and turn off the lights. He'd focus on the problem at hand then take a short nap on a couch. When he awoke, he usually had the problem solved. **Change your focus.** Sometimes there simply isn't enough time to take a long break. If so, change the subject of your focus. Alternate between technical and non-technical subjects. **Focus and immerse yourself.** Focus on whatever you're studying. Don't try to watch TV at the same time or worry yourself about other things. Anxiety does not make for absorption of information and ideas. **Take a bath or shower.** Both activities loosen you up, making your mind more receptive to recognizing brilliant ideas. **Listen to music.** Researchers have long shown that certain types of music are a great "key" for recalling memories. Information learned while listening to a particular song or collection can often be recalled simply by "playing" the songs mentally. **Speed read.** Some people believe that speed reading causes you to miss vital information. The fact remains that efficient speed reading results in filtering out irrelevant information. If necessary, you can always read and re-read at slower speeds. Slow reading actually hinders the ability to absorb general ideas. (Although technical subjects often require slower reading.) If you're reading online, you can try the free Speeder Web-based application. **Use acronyms and other mnemonic devices.** Mnemonics are essentially tricks for remembering information. Some tricks are so effective that proper application will let you recall loads of mundane information years later. **Every picture tells a story.** Draw or sketch whatever it is you are trying to achieve. Having a concrete goal in mind helps you progress towards that goal. **Use visual learning techniques.** Try gliffy for structured diagrams. Also see Inspiration.com for an explanation of webs, idea maps, concept maps, and plots. **Stimulate ideas.** Play rhyming games, utter nonsense words. These loosen you up, making you more receptive to learning. **Brainstorm.** This is a time-honored technique that combines verbal activity, writing, and collaboration. (One person can brainstorm, but it's more effective in a group.) It's fruitful if you remember some simple rules: First, don't shut anyone's idea out. Second, don't "edit" in progress; just record all ideas first, then dissect them later. Participating in brainstorming helps assess what you already know about something, and what you didn't know.

**Remember, we're always here, using the miracle of Chiropractic to help your body heal and maintain the health you deserve.**

